THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Government has introduced the Cable Television Networks (Regulation) Amendment Bill, 2002 in Parliament, with a view to introducing an addressable system for pay channel viewing through the Cable networks. This will given choice to the consumer to pay for only those channels that he chooses to view. The Bill has been passed by the Lok Sabha on 15.5.2002.

(c) and (d) The proposal for introduction of addressability is based upon the recommendations of a Task Force consisting of all Stake holders including the representatives of the Ministry of Information and Broadcasting, Ministry of Consumer Affairs, Cable Operators, Multi Service Operators (MSOs) and Broadcasters.

Rights of telecasting one day Cricket matches

536. SHRI SATISH PRADHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are not interested in obtaining rights of telecasting Cricket matches in which India is playing abroad particularly one day internationals through there is large scope for revenue through advertisements; and

(b) if so, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Programme matters of Doordarshan come under the purview of Prasar Bharati, which is an autonomous statutory corporation, and Government does not interfere in such matters. Prasar Bharati has informed that though it has the rights of International cricket matches organized by BCCI in India. However, it is not always possible to secure the rights of International matches played by India outside the country, due to competition from other channels and consequential high cost of the rights fees.

Committee for monitoring of TV programmes and advertisements

537. SHRI R. P. GOENKA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a Committee has been set-up to monitor

the television programmes and advertisements as per the rules laid down in the Cable TV Act;

(b) if so, the details thereof, including the powers, functions and composition of the Committee; and

(c) to what extent the private national/international experts, professionals etc. would be associated with the functioning of the Committee from time to time to ensure objectivity in their deliberations/ recommendations in view of the fast changing technology?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Yes, Sir. The details are as under:—

(i) **Committee to render advise on programme matters:**

The Government has constituted an Inter-ministerial Committee under section 20 of the Cable Television Network (Regulation) Act 1995 of Officers from the Ministries of Information and Broadcasting, Home Affairs, External Affairs, Defence and Law to render advice, where the Central Government considers, such advice to be essential and/or desirable, an action to be taken in case of a specific complaints regarding any programme of any channel not being in conformity with the prescribed Programme Code or with other provisions of Section 20 of the said Act.

(ii) **Committee to render advise on advertisement matters:**

The Government has constituted a Committee under Section 20 of the Cable Television Network (Regulation) Act 1995 of Officers from the Ministries of Information and Broadcasting, Women and Child Development, Health, Law and a representative from the Advertising Standards Council of India, to take cognisance *suo moto* or look into specific complaints regarding violation of the Advertising Code as defined in Rule 7 of the Cable Television Network Rules 1994, including, *inter alia,* cases of 'surrogate advertising' which may arise out of the ban on advertisements, which promote directly on indirectly production, sale or consumption of cigarettes, alcohol etc. and recommend action as deemed necessary in accordance with the provisions of the Act.

(c) The present composition of the Committees is considered adequate. These Committees can obtain the views of experts and professionals as and when considered necessary.